

the present invention and that the true nature and scope of the present invention is to be determined with reference to the claims appended hereto. Using the foregoing embodiments, methods and processes, the interactive system personalizes attention and the interactivity to the users in real time. Variations and modification exist, both as  
5 to the particular encoding used to generate the audio/visual experience and the media in which the experience exists. Those modifications and variations are within the scope of the invention.

**I CLAIM:**

1. A system for broadcast program signal application comprising:  
means for monitoring a broadcast signal to obtain data insertion information  
therefrom;  
means for generating a data stream for insertion into the broadcast signal; and,  
means for inserting the data stream into the broadcast signal in real time to  
generate a single output signal for broadcast transmission.
2. A system for broadcast program signal application in accordance with Claim 1  
further comprising:  
means for selecting data from a data source; and,  
means for automatically generating the data stream for insertion into the  
broadcast signal based upon pre-established templates comprised of decision lists to  
20 edit the data selected.
3. A system for broadcast program signal application in accordance with Claim 2  
further comprising:  
character generating means capable of inserting data from the data source into  
the pre-established templates.

4. A method inserting data into a broadcast program signal comprising the steps of:  
monitoring a broadcast signal to obtain data insertion information therefrom;  
generating a data stream for insertion into the broadcast signal; and,  
inserting the data stream into the broadcast signal in real time to generate a  
single output signal for broadcast transmission.
5. A method in accordance with Claim 5 comprising the further steps of:  
selecting data from a data source; and,  
automatically generating the data stream for insertion into the broadcast signal  
based upon pre-established templates comprised of decision lists to edit the data  
selected.